



# LIST of WEEKLY NEWSPAPERS

PRINTED ON THE

CO-OPERATIVE PLAN

# Auxiliary PUBLISHING COMPANY

S. FRANK WILSON  
© PROPRIETOR

PRINTERS & PUBLISHERS  
Nos 59·61·63 & 65 ADELAIDE STREET WEST  
TORONTO CANADA







# AUXILIARY :- PUBLISHING :- COMPANY'S

## LIST OF WEEKLY PAPERS.

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OFFICES :—59, 61, 63 & 65 ADELAIDE ST. WEST, TORONTO, CANADA.

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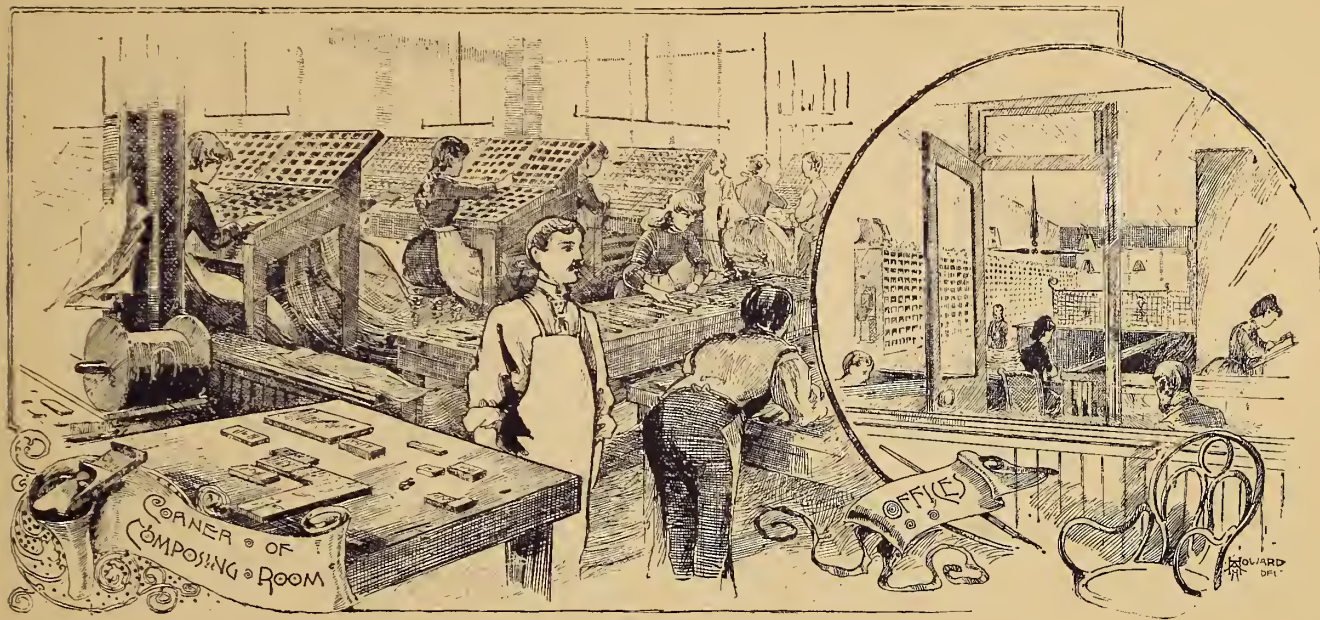
THE AUXILIARY PUBLISHING COMPANY print the Outsides or Insides for this large List of Canadian Weekly Newspapers. Those who advertise in this List will have their advertisements in most of

### **The Best Weekly Papers in Canada,**

With a very wide and extended circulation, which far exceeds that of any other advertising medium ever organized in Canada. These papers are better read, and have a far greater influence in their respective localities, than any other papers which claim to be circulated outside the cities. The great provinces of Ontario and Quebec, as well as the Maritime Provinces, Manitoba and the North-west Territories are covered by this list. The advertiser can reach all parts of Canada through this medium for much less money and more effectually than by any other means.

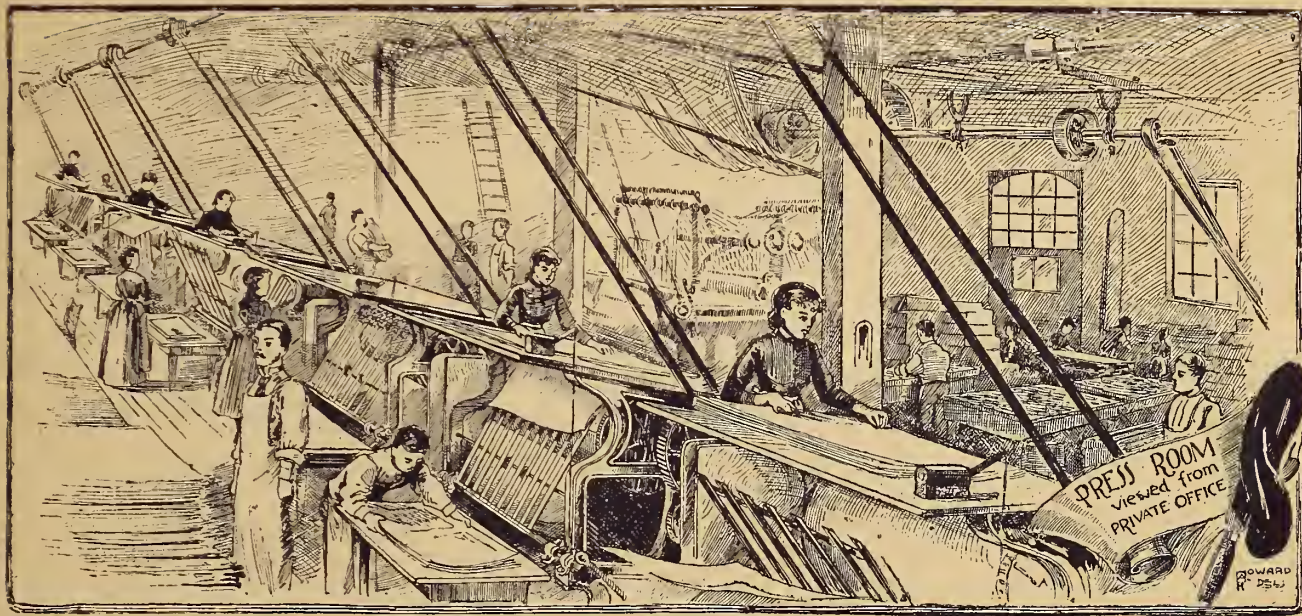
 RECORD PAPER, showing exact number of papers printed the current week, and estimates for inserting your advertisement, on application.



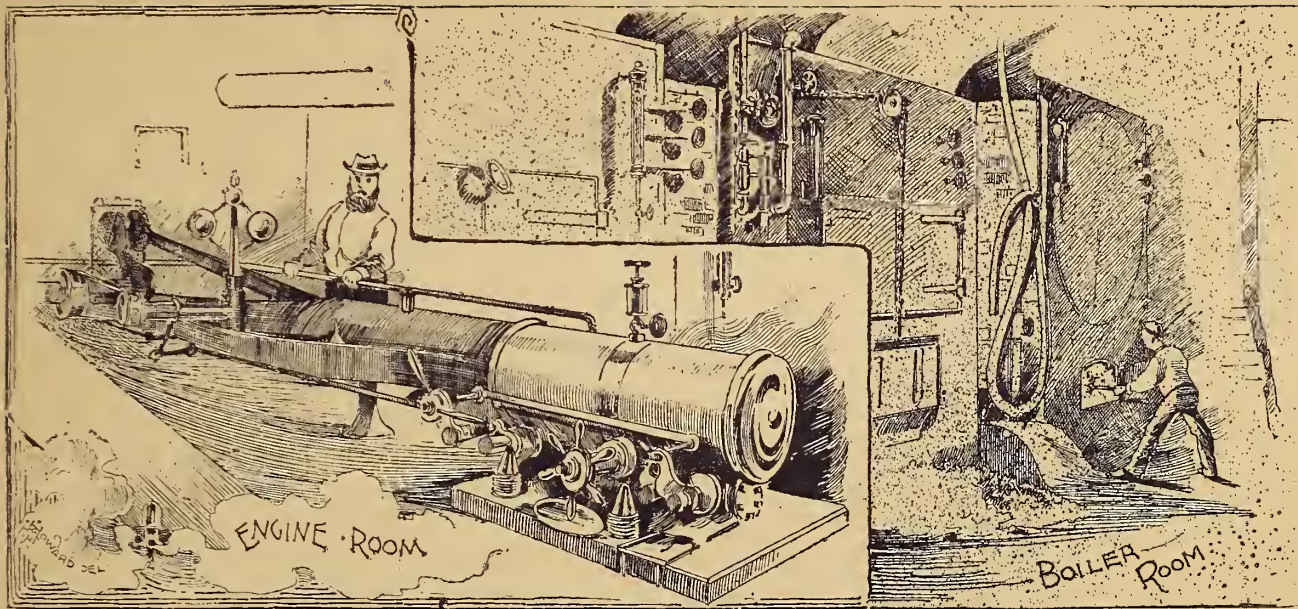












ENGINE ROOM

Boiler Room



**" ADVERTISING ALWAYS PAYS IF JUDICIOUSLY DONE."**

<i>Place.</i>	<i>Name.</i>	<i>Age.</i>	<i>Neighboring Towns and Villages, besides Country Districts, covered by paper.</i>
‡ <b>Alliston</b>	<i>Herald</i>	18	Rosemont, Nichollston, Everet, Cookstown.
<b>Aurora</b>	<i>Banner</i>	28	Lloydton, Kettleby, Victoria Square.
‡ <b>Arthur</b>	<i>Enterprise</i>	18	Drayton, Elora, Harriston, West Garafraxa, Luther, etc,
† <b>Ayr</b>	<i>Recorder</i>	9	Paris, Drumbo, Blenheim, Canning.
‡ <b>Aylmer, Que.</b>	<i>Times</i>	15	Ottawa, Shawville, Gatineau, Pembroke.
<b>Aylmer, Ont.</b>	<i>Sun</i>	4	Orwell, Corinth, New Sarum, St. Thomas.
‡ <b>Alvinston</b>	<i>Free Press</i>	4	Inwood, Oi Springs, Heather, Ekrid, Oil City.
‡ <b>Belmont</b>	<i>Times</i>	2	St. Thomas, Gladstone, Killerby, Yarmouth, Lyons,
‡ <b>Beaverton</b>	<i>Express</i>	7	Midland Junction, Woodville, Gamebridge, Brechin.
‡ <b>Birtle Man.</b>	<i>Observer</i>	4	Russell, Langenburg, Shoal Lake, etc.
‡ <b>Bothwell</b>	<i>Times</i>	14	Newberry, Clachen, Thamesville, Wardsville, Bismarck, Florence.
‡ <b>Beeton</b>	<i>World</i>	6	Alliston, Rosemont, Keenansville, Middleton, Cookstown, Schomberg, Tottenham.
* <b>Bracebridge</b>	<i>Gazette</i>	19	Baysville, Alport, Gravenhurst, Utterson, Port Sydney, Huntsville Baysville, Parry Sound.
* <b>Bracebridge</b>	<i>Herald</i>	6	Gravenhurst, Utterson, Huntsville, Parry Sound.
<b>Bradford</b>	<i>News</i>	23	Queensville, Ravenshoe, Bondhead, Newmarket, Holland Landing,

\* County Town.

‡ Only Newspaper in the place.





**" TELL THE TRUTH IN YOUR ADVERTISEMENTS, DON'T EXAGGERATE."**

<i>Place.</i>	<i>Name.</i>	<i>Age.</i>	<i>Neighboring Towns and Villages, besides Country Districts, covered by paper.</i>
* <b>Brandon, Man.</b>	<i>Times</i>	2	Kennay, Roseland, Chater, Douglas, etc.
<b>Brussels</b>	<i>Budget</i>	3	Henfryn, Ethel, Wingham, Listowel, Howick.
‡ <b>Brighton</b>	<i>Ensign</i>	18	Castleton, Dundonald, Colborne, Trenton,
‡ <b>Burk's Falls</b>	<i>Arrow</i>	5	Rosseau, Segean, Falls and Parry Sound District.
‡ <b>Bolton</b>	<i>Enterprise</i>	1	Streetsville, Brampton, and surrounding district.
‡ <b>Cannington</b>	* <i>Gleaner</i>	18	Woodville, Little Britain, Manilla, Brock, Sunderland, Pine Dale.
* <b>Cayuga</b>	<i>Advocate</i>	21	Oneida, Hagarsville, Selkirk, Dufferin, Jarvis, Cheapside, Fisherville, Decewville,
‡ <b>Chatsworth</b>	<i>News</i>	5	Arnott, Ashley, Williamsford.
<b>Colborne</b>	<i>Express</i>	20	Wicklow, Brighton, Dundonald, Hilton, Newcomb's Mills, Codrington.
<b>Colborne</b>	<i>Enterprise</i>	9	Brighton, Dundonald, Wicklow, Hilton.
‡ <b>Comber</b>	<i>Independent</i>	7	Woodslee, Trudell, Edgeworth, Ruscom, Belle River.
‡ <b>Deseronto</b>	<i>Tribune</i>	6	Napanec, Shannonville, Northport, Marysville.
‡ <b>Dundalk</b>	<i>Herald</i>	8	Hopeville, Melancthon, Horning's Mills, Proton.
<b>Durham</b>	<i>Chronicle</i>	19	Holstein, Clifford, Neustadt, Ayton, etc.
* <b>Dunnville</b>	<i>Reform Press</i>	17	Moulton, Marhville, Port Maitland, Wainflect.
* <b>Dunnville</b>	<i>Gazette</i>	6	Moulton, Marhville, Port Maitland, Wainflect.
‡ <b>Dutton</b>	<i>Enterprise</i>	8	Wallacetown, Iona, Largu, etc,
<b>Dresden</b>	<i>Times</i>	17	Wallaceburg, Dawn Mills, Keith, Oldfield, etc.

\* County Town.

‡ Only Newspaper in the place.





**" OVER SEVEN HUNDRED AND FIFTY THOUSAND READERS WEEKLY."**

<i>Place.</i>	<i>Name.</i>	<i>Age.</i>	<i>Neighboring Towns and Villages, besides Country Districts, covered by paper.</i>
<b>Exeter</b>	<i>Times</i>	16	Centralia, Hullett, Holmesville, Colborne, etc.
<b>Exeter</b>	<i>Advocate</i>	11	Holmesville, Colborne, Hullett, etc.
‡ <b>Erin</b>	<i>Advocate</i>	8	Hillsburg, Brisbane, Coningsby, Cheltenham.
<b>Emerson, Man.</b>	<i>Times</i>	7	Pembina, Green Ridge, Grotna, etc.
<b>Essex Centre</b>	<i>Liberal</i>	10	Kingsville, Ruthven, Comber, Windsor.
‡ <b>Fenelon Falls</b>	<i>Gazette</i>	16	Glanaron, Islay, Rosedale, Bury's Green.
<b>Fergus</b>	<i>Advocate</i>	4	Elora, Goldstone, Drayton, Moorefield, Guelph.
~ <b>Fort William, West</b>	<i>Journal</i>	2	Port Arthur and Algoma District.
<b>Gorrie</b>	<i>Vidette</i>	4	Howick, Crosshill, Clinton, Brussels.
<b>Gananoque</b>	<i>Journal</i>	7	Washburn, Youthlake, Lansdowne, Brewer Mills.
‡ <b>Grimsby</b>	<i>Independent</i>	4	Beamsville, Niagara, Niagara Falls, St. Catharines, etc.
‡ <b>Grand Valley</b>	<i>Star</i>	8	Orangeville, Mono Mills, etc.
‡ <b>Gladstone, Man.</b>	<i>Age</i>	3	Manitoba and the Territories.
‡ <b>Gore Bay</b>	<i>Guide</i>	12	Manitowaning, Little Current, St. Joseph's Island and Algoma District.
‡ <b>Hastings</b>	<i>Star</i>	11	Allendale, Villiers, Norwood, Douro, Dartwood.
‡ <b>Huntsville</b>	<i>Forester</i>	12	Allenville, Seely, Port Sydney, Raymond, Ravenscliffe.
‡ <b>Hagersville</b>	<i>News</i>	3	Jarvis, Oneida, Springvale, Ballsville.
<b>Ingersoll</b>	<i>Sun</i>	6	Beachville, Woodstock, Thamesford, Salford, Nissouri, Centreville.

~ County Town.

‡ Only Newspaper in the place.



**\*\* THESE PAPERS ARE VERY CAREFULLY READ.**

<i>Place.</i>	<i>Name.</i>	<i>Age.</i>	<i>Neighboring Towns and Villages, besides Country Districts, covered by paper.</i>
* <b>Kingsville</b>	<i>Reporter</i>	13	Colchester, Ruthven, Leamington, Olinda.
‡ <b>L'Original</b>	<i>Advertiser</i>	22	Hawkesbury, Little Rideau, Vankleek, Lactœl, Alfred, etc.
‡ <b>Lachute, Que.</b>	<i>Watchman</i>	12	Lakeview, Rivington, Table Falls.
‡ <b>Lakefield</b>	<i>Chronicle</i>	3	Douro, Nassau Mills, Indian Reserve, Peterborough.
‡ <b>Little Current</b>	<i>Expositor</i>	10	Manitoulin Island and Algoma District.
‡ <b>Madoc</b>	<i>Review</i>	12	Marmora, Eldorado, Bridgewater, Queensborough.
‡ <b>Markdale</b>	<i>Standard</i>	9	Berkeley, Vandeleur, Princeville, Travertown, Flesherton,
* <b>Milton</b>	<i>Reformer</i>	4	Hornby, Campbellville, Drumquin.
<b>Morrisburg</b>	<i>Herald</i>	15	Iroquois, Aultsville, Holsie, Dundels.
<b>Morrisburg</b>	<i>Courier</i>	15	Dundela, Holsie, Aultsville, Iroquois.
<b>Mount Forest</b>	<i>Representative</i>	4	Kenilworth, Arthur, Rothsáy, Wagram, Harston, Egremont, Egerton.
‡ <b>Manitou, Man</b>	<i>Mercury</i>	6	Manitoba and Territories.
‡ <b>Moosomin, N. W.T.</b>	<i>Courier</i>	5	N. W. Territory and Manitoba.
‡ <b>Midland</b>	<i>Free Press</i>	7	Parry Sound, Penetanguishene, Coldwater, Victoria Harbor.
<b>Markham</b>	<i>Sun</i>	11	Stouffville, Unionville, Pickering, Cashel, Malvern.
* <b>Napanee</b>	<i>Express</i>	28	Morven, Gretna, Deseronto, Bath, Selby.
<b>Newmarket</b>	<i>Reformer</i>	15	Holland Landing, Glenville, Sharon, Pine Orchard, Ballentyne.
‡ <b>New Hamburg</b>	<i>Independent</i>	11	New Aberdeen, Haysville, Tavistoek, Baden.

\* County Town.

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**" THE PEOPLE WHO READ THESE PAPERS ARE WELL-TO-DO."**

<i>Place.</i>	<i>Name.</i>	<i>Age.</i>	<i>Neighboring Towns and Villages, besides Country Districts, covered by paper.</i>
Niagara Falls	<i>Review</i>	19	Thorold, Drummondville, Chippawa, Stamford, Niagara, St. Catharines.
Niagara Falls	<i>Gazette</i>	2	Thorold, Drummondville, &c.
‡ North Bay	<i>Times</i>	3	Mattawa, Sturgeon Falls, Sudbury, Chapleau, Callendar, Nipissing,
‡ Omamee	<i>Herald</i>	11	Mount Pleasant, Springville, Franklin, Ida, Tilvertoon, Fleetwood.
‡ Orono	<i>News</i>	5	Clarke, Newtonville, Kendall, Kirby, etc.
‡ Ormstown	<i>Record</i>	2	Surrounding Districts.
Paisley	<i>Advocate</i>	1	Chesley, Tara, Alma, Burgoyne, etc.
* Portage La Prairie	<i>Liberal</i>	6	High Bluff, Woodlands, Carberry, Gladstone.
* Portage La Prairie	<i>Review</i>	5	Gladstone, Carberry, Woodlands, High Bluff,
Prescott	<i>Messenger</i>	22	Augusta, Charlesville, Algonquin, Edwardsburg, Grenville.
Prescott	<i>Telegraph</i>	42	Grenville., Algonquin, Charlesville, Augusta.
‡ Pickering	<i>News</i>	8	Markham, Cherrywood, Whitevale, Brougham, Claremont.
Petrolia	<i>Advertiser</i>	21	Wyoming, Oil Springs, Copleston, Oil City, Ossian.
‡ Port Dover	<i>Maple Leaf</i>	13	Lynn Valley, Port Ryerse, Renton, Nanticoke Vittoria, Normandy.
‡ Port Elgin	<i>Times</i>	3	Southampton, Glanmis, Paisley, Chippawa Hill, Burgoyne.
‡ Point Edward	<i>Post</i>	3	Sarnia, Blockwell, Pereh Station, Petrolia,
‡ Platsville	<i>Echo</i>	2	Bright, Drummond, Blenheim, Chesterfield.
‡ Parry Sound	<i>Star</i>	15	Penetanguishene, Parry Sound District.

‡ County Town.

\* Only Newspaper in the place.



**"IN NO OTHER WAY CAN YOU SO THOROUGHLY REACH THE PURCHASING CLASS."**

<i>Place.</i>	<i>Name.</i>	<i>Age.</i>	<i>Neighboring Towns and Villages, besides County Districts, covered by paper.</i>
‡ Penetanguishene	<i>Herald</i>	8	Midland, Wyebriidge, Victoria Harbor, Elnvale.
Parkhill	<i>Gazette</i>	19	Widder, Ailsa Craig, Lucan, Arkona.
Paris	<i>Review</i>	9	Mt. Vernon, Brantford, Paris Plains, South Dumfries, Canning.
* Regina, N. W. T.	<i>Journal</i>	3	Manitoba and Northwest Territories.
* Regina, N.W.T.	<i>Leader</i>	3	Manitoba and Northwest Territories.
Richmond, Q	<i>Guardian</i>	31	Trenholm, Brampton, Melbourn, Lisgar, Lingsay, Kirkdale,
‡ Richmond Hill	<i>Liberal</i>	11	Thornhill, Carsville, King, Victoria Square, Langstaff, Vellore.
* Ridgetown	<i>Standard</i>	9	Harwich, Morpeth, Highgate, Palmyra, Thamesville, Lewisville.
‡ Rockwood	<i>Advance</i>	2	Limehouse, Georgetown, Acton.
Seaforth	<i>Sun</i>	6	Edgemontville, Carronbrook, Winthorp, Clinton, Brucefield.
‡ Shawville, Que.	<i>Equity</i>	6	Bryson, Vinton, Pembroke, etc.
‡ Shelburne	<i>Free Press</i>	8	Melanethon, Whitfield, Rosemont, Horning's Mills, Primrose,
‡ Stellarton, N.S.	<i>Journal</i>	11	New Glasgow, Westville, Spring Hill Mines.
‡ Stayner	<i>Sun</i>	11	Batteaux, Sunnidale, Glen Huron, North Lowell, Creemore,
* Stratford	<i>Advertiser</i>	7	Mitchell, Shakespeare, Sebringville, Listowel.
‡ Streetsville	<i>Review</i>	3	Cooksville, Meadowvale, Dixie, Hornby.
‡ Sorel, Que.	<i>News</i>	11	Armstrong, Ste. Victoire, William Henry, St. Robert.
‡ Stouffville	<i>Tribune</i>	9	Pickering, Markham, Uxbridge, Malvern, &c.

‡ County Town.

‡ Only Newspaper in the place.





**"THESE ARE FIRST CLASS TOWN AND VILLAGE PAPERS."**

<i>Place.</i>	<i>Name.</i>	<i>Age.</i>	<i>Neighboring Towns and Villages, besides Country Districts, covered by paper</i>
‡ <b>Teeswater</b>	<i>News</i>	16	Formosa, Lucknow, Whitechurch, Kinlough, Holyrood, Langside,
* <b>Trenton</b>	<i>Courier</i>	24	Campbellford, Weller's Bay, Consecon, &c.
‡ <b>Thornbury</b>	<i>Standard</i>	16	Clarkesburg, Heathcote, Clantyre, Griersville, Ravenna, Recklyn
‡ <b>Tottenham</b>	<i>Sentinel</i>	24	Keenansville, Beeton, Remilly, Athlone, Lorretto.
‡ <b>Tilbury Centre</b>	<i>Times</i>	5	Henderson, Edgworth, Comber, etc.
‡ <b>Tweed</b>	<i>News</i>	2	Centreville, Enterprise, Croydon, Erinsville.
† <b>Thamesville</b>	<i>Herald</i>	8	Botany, Northwood, Zone.
† <b>Tara</b>	<i>Leader</i>	8	Paisley, Port Elgin, Invermay, Allenford, Arkwright, Southampton.
‡ <b>Virden, Man.</b>	<i>Advance</i>	4	Manitoba and North-West Territories.
<b>Waterford</b>	<i>Star</i>	15	Rockford, Villa Nova, Boston, Bloomsburg, Round Plains, Simcoe.
<b>Wingham</b>	<i>Advance</i>	16	Bluevale, Fordyce, Ulster, Bedford, Lucknow, Whitechurch, Belgrave.
† <b>Woodville</b>	<i>Advocate</i>	12	Midland Junction, Lorneville, Argyle, Beaverton.
† <b>Woodbridge</b>	<i>News</i>	3	Brampton, Edgerly, Vellore, etc.
* <b>Whitby</b>	<i>Gazette</i>	27	Pickering, Oshawa, Brooklin, Myrtle.
<b>W. Winchester</b>	<i>Press</i>	2	South Mountain, Avenmore, Chesterville, etc.
<b>York (East Toronto)</b>	<i>Citizen</i>	2	Pickering, Malvern, Scarboro, Markham,

‡ County Town.

‡ Only Newspaper in the place.

**This List Numbers 120 Weekly Newspapers.**



SCALE OF LINES—14 LINES TO AN INCH.

# OUR LIST RATES

One Insertion.....	\$ 1 25 per line.
One Month.....	4 00 "
Three Months.....	10 00 "
Six Months.....	16 00 "
One Year.....	25 00 "

For all Transient Advertisements the cash must accompany the order. Advertisements of three months or longer are payable quarterly in advance.

The cost for inserting your Advertisement, as below, in the foregoing list of Papers, is as follows:—

One Time for.....	\$. .....
One Month for . .....	\$ .....
Three Months for .....	\$ .....
Six Months for.....	\$ .....
Twelve Months for.....	\$. .....



# The Ladies' Journal,

A MONTHLY,

Will be included in any contract made for the List, for an addition of Ten per cent. to our List rates.

a 16-page (12x18) paper, printed on a fine heavy sheet, containing latest Illustrated Fashions, Fancy Work Illustrated, Tested Domestic Receipts, and other matters. Nursery Hints, Short Stories, and other interesting reading for the wide awake women of Canada.

If you want to place your wares before them, **THE LADIES' JOURNAL** is the only exclusively ladies' paper published in Canada.

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## ADVERTISING RATES FOR

## THE LADIES' JOURNAL

apart from the List, 30 cents per line per insertion; for three months, 80 cents per line; for six months, \$1.50 per line; and for one year, \$2.25 per line, agate measurement—fourteen lines to the inch



## **“ TRUTH , ”**

Will be included with any contract for this List for an additional Seven per cent. A Weekly Magazine of 32 pages, (10½x14), having a very wide circulation all over the Dominion.

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“ **TRUTH** ” goes into the best families, and there is something in it to interest every member, and is therefore a very valuable advertising medium.

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IF YOU WANT TO ADVERTISE IN

## **“ TRUTH , ”**

and not in the List, the advertising rates are as follows :—Fifteen cents per line; Ten lines, one insertion, 75 cents; One month, \$2; Three months, \$5; Six months, \$8.25; One year, \$15.





# MEMORANDUM.



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